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KANEKO, et al., 10/821,847  
04 June 2008 Amendment  
Responsive to 04 February 2008 Office Action

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**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application.

1.-2. (Cancelled)

3. (Currently Amended) A picture image display device comprising pixels which are formed in a matrix shape defined by a plurality of gate lines to which scanning signals are fed and a plurality of data lines crossing thereto to which picture image signals are fed, and each pixel including an organic light emitting diode and a thin film transistor, wherein the pixels are initially driven in a light emitting portion of a frame period, and then while-introducing a light quenching period within each frame period, in which the organic light emitting diode is caused to be quenched for a subsequent remaining portion of the frame period following the light emitting portion, by feeding scanning signals to the plurality of gate line as well as picture image signals to the plurality of data lines after feeding scanning signals to the plurality of gate lines for displaying one picture image.

4. (Currently Amended) A picture image display device for displaying motion picture images comprising pixels which are formed in a matrix shape defined by a plurality of gate lines to which scanning signals are fed and a plurality of data lines crossing thereto to which picture image signals are fed, and each pixel including an organic light emitting diode and a thin film transistor, wherein the pixels are initially driven in a light emitting portion of a frame period, and then while-introducing a light

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quenching period within each frame period, in which the organic light emitting diodes are caused to be quenched for a subsequent remaining portion of the frame period following the light emitting portion, by feeding scanning signals to the plurality of gate lines as well as feeding picture image signals for quenching the organic light emitting diodes to the plurality of data lines in synchronism with the scanning signal after feeding the scanning signals to the plurality of gate lines and causing the organic light emitting diode light emission for displaying one picture image, thereby a blurred edge of a motion picture image is prevented.

5. (Currently Amended) A picture image display device comprising pixels which are formed in a matrix shape defined by a plurality of gate lines to which scanning signals are fed and a plurality of data lines crossing thereto to which picture image signals are fed, and each pixel including an organic light emitting diode and a thin film transistor, wherein the pixels are initially driven in a light emitting portion of a frame period, and then while introducing a light quenching period within each frame period, in which the organic light emitting diodes are caused to be quenched for a subsequent remaining portion of the frame period following the light emitting portion, in one frame period for displaying one picture image, and ~~in wherein~~ the light quenching period scanning signals are fed to the plurality of gate lines ~~as well as and the~~ picture image signals for quenching the organic light emitting diodes are fed to the plurality of data lines in synchronism with the scanning signals.

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6. (Currently Amended) A picture image display device comprising pixels which are formed in a matrix shape defined by a plurality of gate lines to which scanning signals are fed and a plurality of data lines crossing thereto to which picture image signals are fed, and each pixel including an organic light emitting diode and a thin film transistor, and further comprising a display control controller which provides control to initially drive the pixels in a light emitting portion of a frame period, and then introduce ~~introduces~~ a light quenching period within each frame period, in which the organic light emitting diodes are caused to be quenched for a subsequent remaining portion of the frame period following the light emitting portion, in one frame period for displaying one picture image, and feeds scanning signals to the plurality of gate lines as well as picture image signals for quenching the organic light emitting diodes to the plurality of data lines in synchronism with the scanning signals in the light quenching period.

7. (Currently Amended) A picture image display device for displaying motion picture images, comprising pixels which are formed in a matrix shape defined by a plurality of gate lines to which scanning signals are fed and a plurality of data lines crossing thereto to which picture image signals are fed, and each pixel including an organic light emitting diode and a thin film transistor, wherein the pixels are initially driven in a light emitting portion of a frame period, and then in such a manner that ~~while-introducing~~ a light quenching period within each frame period, in which the organic light emitting diodes are caused to be quenched for a subsequent remaining portion of the frame period following the light emitting portion, between for one frame period for displaying one picture image and another frame period for displaying

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subsequent one picture image, and scanning signals are fed to the plurality of gate lines as well as picture image signals for quenching the organic light emitting diodes are fed to the plurality of data lines in synchronism with the scanning signals in the light quenching period.

8. (Previously Presented) A picture image display device according to claim 3, wherein each pixel includes a first thin film transistor to which the scanning signals are fed via the gate line, a capacitor which holds the picture image signals fed from the data line via the first thin film transistor, a second thin film transistor to which the picture image signals held in the capacitor are fed and an organic light emitting diode which is caused light emission by a drive current flowing between a pixel electrode and an opposing electrode of the organic light emitting diode when the pixel electrode is electrically connected to a common potential line via the second thin film transistor.

9. (Previously Presented) A picture image display device according to claim 4, wherein each pixel includes a first thin film transistor to which the scanning signals are fed via the gate line, a capacitor which holds the picture image signals fed from the data line via the first thin film transistor, a second thin film transistor to which the picture image signals held in the capacitor are fed and an organic light emitting diode which is caused light emission by a drive current flowing between a pixel electrode and an opposing electrode of the organic light emitting diode when the pixel electrode is electrically connected to a common potential line via the second thin film transistor.

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10. (Previously Presented) A picture image display device according to claim 5, wherein each pixel includes a first thin film transistor to which the scanning signals are fed via the gate line, a capacitor which holds the picture image signals fed from the data line via the first thin film transistor, a second thin film transistor to which the picture image signals held in the capacitor are fed and an organic light emitting diode which is caused light emission by a drive current flowing between a pixel electrode and an opposing electrode of the organic light emitting diode when the pixel electrode is electrically connected to a common potential line via the second thin film transistor.

11. (Previously Presented) A picture image display device according to claim 6, wherein each pixel includes a first thin film transistor to which the scanning signals are fed via the gate line, a capacitor which holds the picture image signals fed from the data line via the first thin film transistor, a second thin film transistor to which the picture image signals held in the capacitor are fed and an organic light emitting diode which is caused light emission by a drive current flowing between a pixel electrode and an opposing electrode of the organic light emitting diode when the pixel electrode is electrically connected to a common potential line via the second thin film transistor.

12. (Previously Presented) A picture image display device according to claim 7, wherein each pixel includes a first thin film transistor to which the scanning signals are fed via the gate line, a capacitor which holds the picture image signals fed from

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the data line via the first thin film transistor, a second thin film transistor to which the picture image signals held in the capacitor are fed and an organic light emitting diode which is caused light emission by a drive current flowing between a pixel electrode and an opposing electrode of the organic light emitting diode when the pixel electrode is electrically connected to a common potential line via the second thin film transistor.

13. (Previously Presented) A picture image display device according to claim 8, wherein the gate lines, the data lines, the first thin film transistors, the second thin film transistors, the capacitors and the organic light emitting diodes are mounted on a common substrate.

14. (Previously Presented) A picture image display device according to claim 9, wherein the gate lines, the data lines, the first thin film transistors, the second thin film transistors, the capacitors and the organic light emitting diodes are mounted on a common substrate.

15. (Previously Presented) A picture image display device according to claim 10, wherein the gate lines, the data lines, the first thin film transistors, the second thin film transistors, the capacitors and the organic light emitting diodes are mounted on a common substrate.

16. (Previously Presented) A picture image display device according to claim 11, wherein the gate lines, the data lines, the first thin film transistors, the second

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thin film transistors, the capacitors and the organic light emitting diodes are mounted on a common substrate.

17. (Previously Presented) A picture image display device according to claim 12, wherein the gate lines, the data lines, the first thin film transistors, the second thin film transistors, the capacitors and the organic light emitting diodes are mounted on a common substrate.

18. (New) A picture image display device according to claim 3, wherein the light emitting portion of the frame period used for initially driving the pixels, is shorter in time than the subsequent remaining portion of the frame period used for quenching the organic light emitting diode.

19. (New) A picture image display device according to claim 3, wherein the light emitting portion of the frame period used for initially driving the pixels, is substantially one-fourth of the frame period, and the subsequent remaining portion of the frame period used for quenching the organic light emitting diode is substantially three-fourths of the frame period.

20. (New) A picture image display device according to claim 4, wherein the light emitting portion of the frame period used for initially driving the pixels, is shorter in time than the subsequent remaining portion of the frame period used for quenching the organic light emitting diode.

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21. (New) A picture image display device according to claim 4, wherein the light emitting portion of the frame period used for initially driving the pixels, is substantially one-fourth of the frame period, and the subsequent remaining portion of the frame period used for quenching the organic light emitting diode is substantially three-fourths of the frame period.

22. (New) A picture image display device according to claim 5, wherein the light emitting portion of the frame period used for initially driving the pixels, is shorter in time than the subsequent remaining portion of the frame period used for quenching the organic light emitting diode.

23. (New) A picture image display device according to claim 5, wherein the light emitting portion of the frame period used for initially driving the pixels, is substantially one-fourth of the frame period, and the subsequent remaining portion of the frame period used for quenching the organic light emitting diode is substantially three-fourths of the frame period.

24. (New) A picture image display device according to claim 6, wherein the light emitting portion of the frame period used for initially driving the pixels, is shorter in time than the subsequent remaining portion of the frame period used for quenching the organic light emitting diode.

25. (New) A picture image display device according to claim 6, wherein the light emitting portion of the frame period used for initially driving the pixels, is



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substantially one-fourth of the frame period, and the subsequent remaining portion of the frame period used for quenching the organic light emitting diode is substantially three-fourths of the frame period.

26. (New) A picture image display device according to claim 7, wherein the light emitting portion of the frame period used for initially driving the pixels, is shorter in time than the subsequent remaining portion of the frame period used for quenching the organic light emitting diode.

27. (New) A picture image display device according to claim 7, wherein the light emitting portion of the frame period used for initially driving the pixels, is substantially one-fourth of the frame period, and the subsequent remaining portion of the frame period used for quenching the organic light emitting diode is substantially three-fourths of the frame period.